

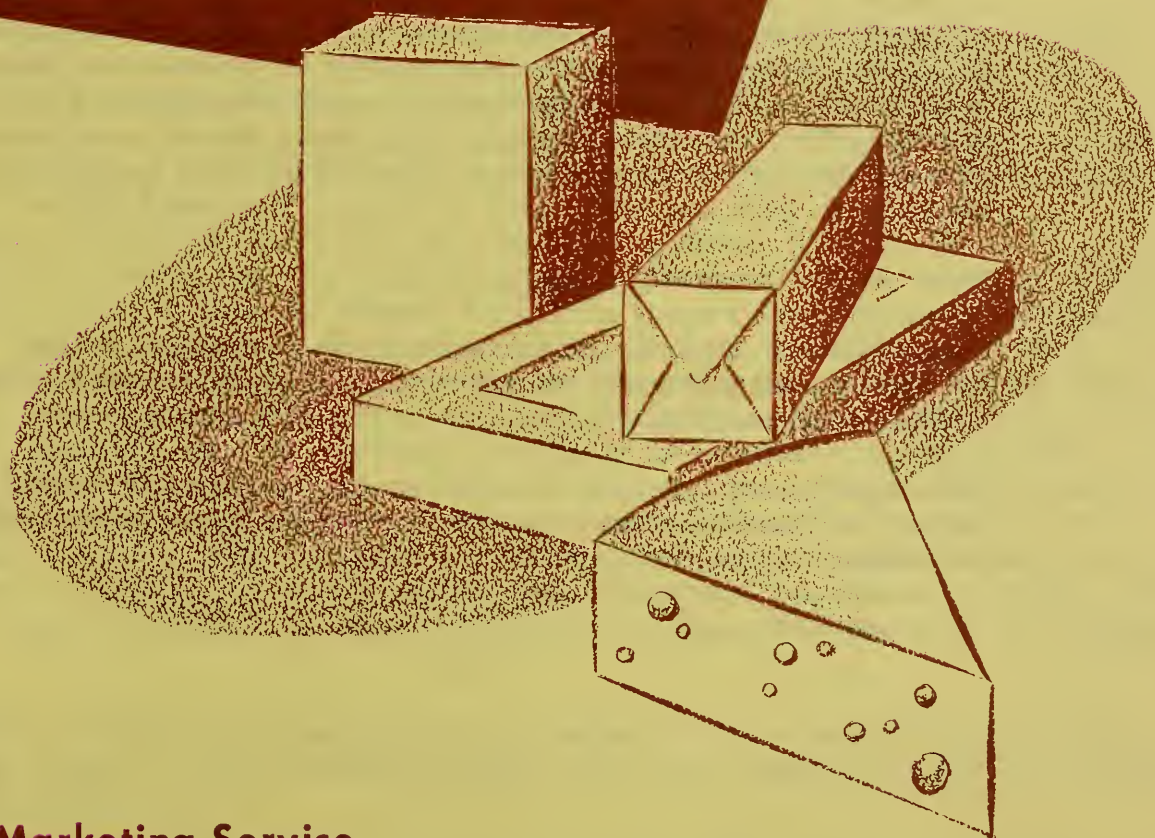
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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, January 1955



HPD-3

March 1955

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This report is one in a series of monthly reports first published for April 1954 showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The basic data presented herein were collected and tabulated from the National Consumer Panel of the Market Research Corporation of America under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data for butter and margarine were obtained from records of the contractor for the months April 1953 - March 1954. Prior to April 1954, the number of families in the sample used in making estimates was about 4,300.

In order to maintain comparability between the data obtained prior to April 1954 and the current data, the back data were adjusted to the new sample level. The adjustment was made by tabulating reports from both consumer samples--the old and the new--for a period of months to obtain the relationship between the level of purchases reported by each sample. The ratio thus obtained were used to adjust the April 1953-January 1954 monthly estimates to the level currently reported from the 5,800 family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, JANUARY 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter and margarine purchases by United States householders during January 1955 were reported 15 and 10 percent larger, respectively, than in January 1954. Household purchases of butter have been larger each month during April 1954-January 1955 than in the corresponding months a year earlier, although purchases of butter and margarine declined somewhat from December to January this year. Margarine purchases by householders, although slightly smaller than in the same month a year earlier during April-September 1954, were reported much higher during October 1954-January 1955 than in the same period a year earlier.

These comparisons in household purchases of butter and margarine during 1953 and 1954 are based on 2 samples of representative households--see preface for details--which indicate within reasonable limits changes in purchase volumes from a year ago and from month to month. The data do not include estimates of purchases for use in restaurants, hotels, hospitals, or other institutions.

Householders bought over 65 million pounds of butter during a 4-week period of January 1955, a gain of almost 9 million pounds from January 1954 purchases. Butter purchases for household use during the 10-month period April 1954-January 1955 were reported 12 percent greater than in the same period a year earlier. The Department preliminary estimate of total domestic civilian disappearance of creamery butter in all outlets in April 1954-January 1955 indicates a gain of about 6 percent over April 1953-January 1954. This Department estimate includes disappearance in household and non-household channels, but excludes butter donated under domestic food distribution programs. It is estimated that household purchases of butter make up just over 60 percent of total domestic civilian disappearance of creamery butter.

Purchases of butter by householders in January 1955 were 4 million pounds below the level of the preceding month, the first month-to-month drop since last July (table 1).

Consumers in this survey reported fractionally lower prices for butter during January 1955 than in the preceding month. The January 1955 price, 68.2 cents per pound, was about 10 percent less than in January 1954.

Over 45 percent of all families reported purchases of butter during the 4-week period of January 1955, 3 percentage points above the same month in 1954 but 3 percentage points lower than in the preceding month. The percentage of all families buying butter has been reported higher than a year earlier during the October 1954-January 1955 months.

Margarine purchases for household use during a 4-week period of January 1955 were reported at 104 million pounds, up 9 million pounds from a year earlier. For the April 1954-January 1955 period, margarine purchases by United States householders were reported 2 percent larger than in the corresponding period of 1953. The Department preliminary estimate of total domestic civilian use of margarine in both household and nonhousehold channels during April 1954-January 1955 was reported 5 percent above the disappearance in April 1953-January 1954. Household purchases of margarine are estimated to make up about 90 percent of total domestic civilian use of margarine.

Householders reported a drop in margarine purchases during January 1955 of 3.5 million pounds from the preceding month. As was the case for butter, month-to-month changes in household purchases of margarine had been upward since last July.

The average of prices paid for margarine by householders in this survey was 25.7 cents per pound in January 1955, unchanged from a month earlier, but 1 cent less per pound than a year earlier (table 2).

About 63 percent of all families reported margarine purchases in a 4-week period of January 1955 compared with 59 percent in January 1954. The percentage of all families buying margarine was higher each month than a year earlier during October 1954-January 1955 but had been lower each month in the April-September 1954 period than in the corresponding months of 1953.

Twenty percent of all families reported buying both butter and margarine in January 1955, while 11 percent bought neither. The reported percentage buying both was just above average for the April 1954-January 1955 period, but the percentage buying neither in January 1955 was somewhat below average.

Information on household purchases of cheese and nonfat dry milk solids is not available prior to April 1954.

Householders bought an estimated total of 54 million pounds of natural and processed cheese (purchased weight basis) in a 4-week period of January 1955. This total was well above the 49.8 million pounds reported for the comparable 4-week period in December 1954. Considerably larger purchases of processed cheese were mainly responsible for this gain in total household purchases.

Natural cheese purchases by householders during January 1955 were reported at 29.1 million pounds compared with 28.3 million pounds a month earlier. Consumers reported buying increased quantities of natural American, Swiss, and cream cheese than in December 1954 but slightly smaller quantities of "other" varieties (table 4).

Processed cheese purchases for household use in January 1955 were reported at 24.9 million pounds compared with 21.6 million pounds in December 1954. Consumers reported larger purchases of all types of processed cheese than a month earlier. Particularly noticeable was the gain in cheese spread purchases from 6.1 million pounds in December 1954 to 7.9 million pounds in January 1955 (table 5).

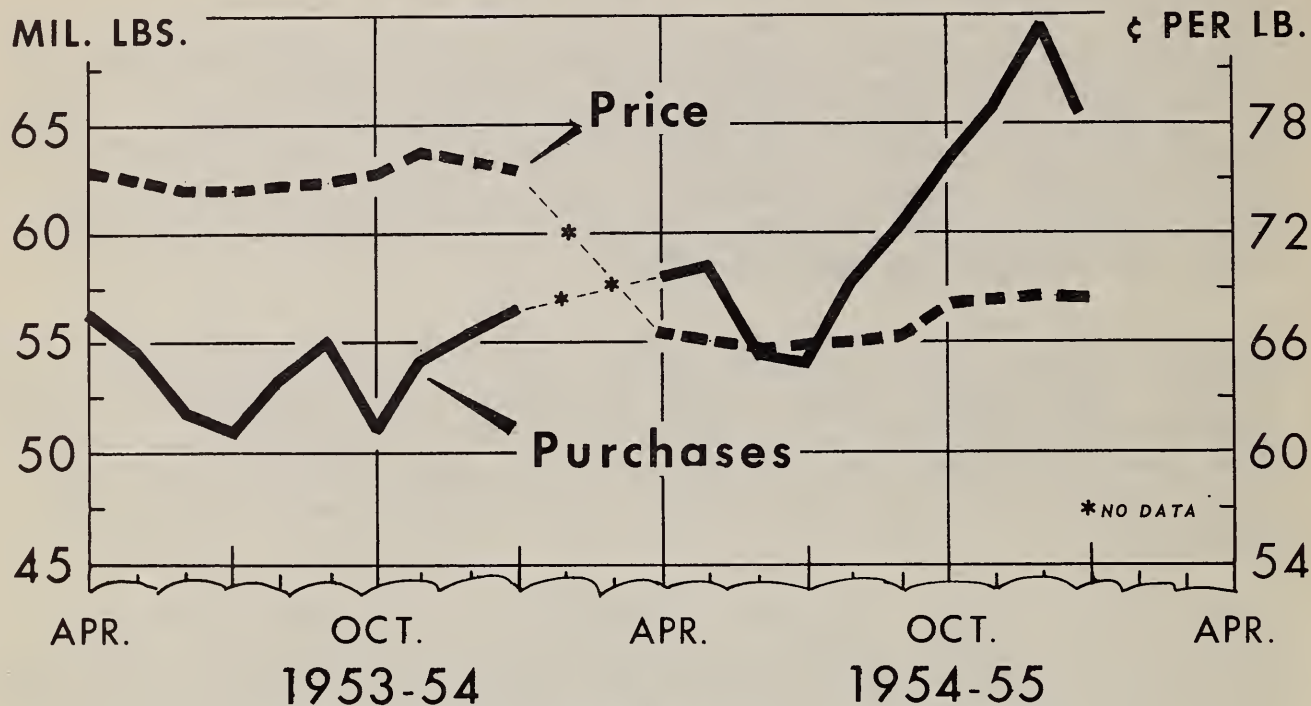
Prices for the natural and processed cheese types were generally lower in January 1955 than in the preceding month. However, prices for the 2 types most commonly sold, natural American and processed cheese (excluding foods and spreads), were about the same as a month earlier. The percentage of all families making purchases of natural or processed cheese was 61 percent in January 1955, up about 3 percentage points from the reported percentage figure for November and December 1954.

Cottage cheese purchases, not included in the above cheese totals, increased sharply in January to 35 million pounds, about 5 million pounds above a month earlier. The reported January level of cottage cheese purchases was higher than any month in the July-December 1954 period but just below purchases of last spring. Householders in this sample continued to report relatively stable prices paid for cottage cheese--about 21 cents per 12-ounce unit (table 6).

Nonfat dry milk solids purchases for household use in January 1955 were reported at 12.4 million pounds, a considerable gain from the 10.1 million pounds reported in December 1954 and the highest level for any month since this survey started last April. The average size of purchase for nonfat dry milk solids declined again in January for the sixth consecutive month and was reported at 18.9 ounces compared with the 21-23 ounces reported last spring and summer. The increase in volume of purchases is probably associated with increased numbers of families buying during January, but these comparisons are only available on a quarterly basis.

The average of prices paid for nonfat dry milk solids by householders was 40.5 cents per pound in January. The January price is the highest reported in the April 1954-January 1955 period and reflects monthly increases in prices to consumers for nonfat dry milk solids since last September (table 7).

HOUSEHOLD PURCHASES AND PRICES OF BUTTER



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

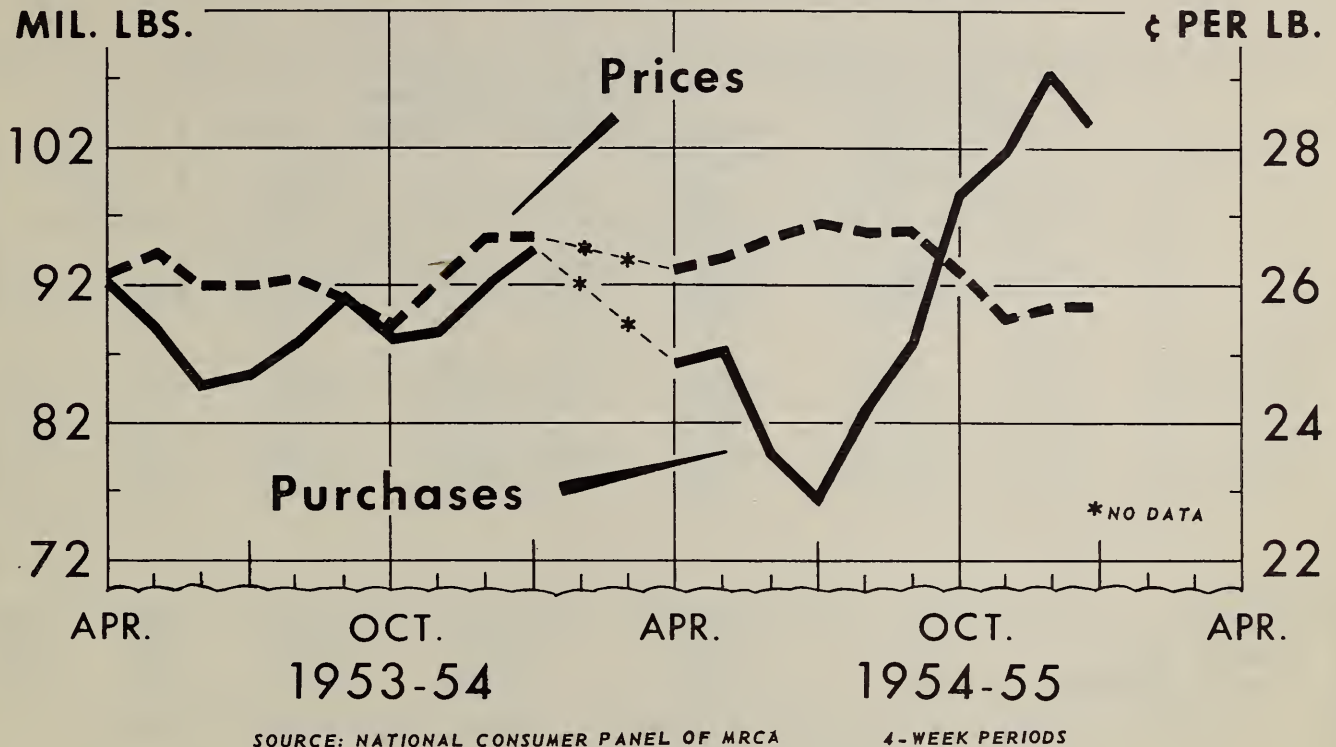
U. S. DEPARTMENT OF AGRICULTURE

NEG. 1103-55(3) AGRICULTURAL MARKETING SERVICE

Table 1. --Butter: Household purchases and average price per pound,
U. S., 4-week periods

| Period | Quantity purchased | | | | Average price paid | | Percentage of all families buying | | Per buying family | | | |
|----------------|--------------------|----------------|----------------------|---------|--------------------|---------|-----------------------------------|---------|-------------------|---------|-----------------------|---------|
| | Total | | Per 1,000 population | | per pound | | families buying | | Purchases | | Quantity per purchase | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Million pounds | Million pounds | Pounds | Pounds | Cents | Cents | Percent | Percent | Number | Number | Pounds | Pounds |
| April----- | 58.0 | 56.2 | 367 | 369 | 66.6 | 75.4 | 44.0 | 44.7 | 2.74 | 2.71 | 1.09 | 1.06 |
| May----- | 58.5 | 54.7 | 371 | 359 | 66.0 | 75.0 | 42.8 | 43.5 | 2.80 | 2.75 | 1.10 | 1.04 |
| June----- | 54.5 | 51.9 | 345 | 340 | 65.7 | 74.5 | 41.4 | 42.7 | 2.72 | 2.64 | 1.09 | 1.04 |
| July----- | 54.2 | 50.9 | 341 | 332 | 65.8 | 74.5 | 42.2 | 43.3 | 2.65 | 2.58 | 1.09 | 1.04 |
| August----- | 57.9 | 53.3 | 364 | 348 | 66.0 | 74.7 | 43.3 | 44.2 | 2.81 | 2.67 | 1.08 | 1.03 |
| September----- | 60.4 | 55.1 | 379 | 360 | 66.4 | 74.9 | 43.1 | 45.9 | 2.86 | 2.69 | 1.09 | 1.03 |
| October----- | 63.2 | 51.0 | 394 | 331 | 68.1 | 75.3 | 45.4 | 43.7 | 2.84 | 2.59 | 1.09 | 1.02 |
| November----- | 65.7 | 54.4 | 410 | 353 | 68.2 | 76.6 | 46.2 | 44.8 | 2.88 | 2.65 | 1.09 | 1.04 |
| December----- | 69.2 | 55.5 | 432 | 361 | 68.6 | 76.0 | 48.5 | 44.4 | 2.66 | 2.68 | 1.11 | 1.05 |
| January----- | 65.3 | 56.6 | 407 | 367 | 68.2 | 75.6 | 45.5 | 42.8 | 2.73 | 2.90 | 1.09 | 1.04 |
| February----- | | 53.4 | | 346 | | 75.2 | | 42.2 | | 2.73 | | 1.04 |
| March----- | | 56.3 | | 365 | | 72.2 | | 44.1 | | 2.75 | | 1.04 |

HOUSEHOLD PURCHASES AND PRICES OF MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1104-55(3) AGRICULTURAL MARKETING SERVICE

Table 2.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

| Period | Quantity purchased | | | | Average price paid | | Percentage of all families buying | | Per buying family | | | |
|----------------|--------------------|----------------|----------------------|---------|--------------------|---------|-----------------------------------|---------|-------------------|---------|-----------------------|---------|
| | Total | | Per 1,000 population | | per pound | | families buying | | Purchases | | Quantity per purchase | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Million pounds | Million pounds | Pounds | Pounds | Cents | Cents | Percent | Percent | Number | Number | Pounds | Pounds |
| April----- | 86.3 | 92.1 | 546 | 605 | 26.2 | 26.2 | 56.4 | 58.6 | 2.38 | 2.47 | 1.45 | 1.43 |
| May----- | 87.1 | 89.1 | 551 | 584 | 26.4 | 26.5 | 56.4 | 57.7 | 2.39 | 2.45 | 1.44 | 1.42 |
| June----- | 79.9 | 84.5 | 506 | 554 | 26.7 | 26.0 | 54.7 | 56.9 | 2.25 | 2.35 | 1.45 | 1.43 |
| July----- | 76.2 | 85.5 | 479 | 558 | 26.9 | 26.0 | 53.5 | 57.7 | 2.23 | 2.31 | 1.43 | 1.46 |
| August----- | 82.7 | 88.0 | 520 | 574 | 26.8 | 26.1 | 55.7 | 58.7 | 2.31 | 2.36 | 1.44 | 1.45 |
| September----- | 87.8 | 91.1 | 552 | 595 | 26.8 | 25.8 | 58.0 | 59.9 | 2.36 | 2.40 | 1.43 | 1.43 |
| October----- | 98.7 | 88.2 | 616 | 573 | 26.2 | 25.4 | 62.4 | 58.9 | 2.39 | 2.24 | 1.46 | 1.49 |
| November----- | 101.8 | 88.5 | 635 | 575 | 25.5 | 26.0 | 63.4 | 60.0 | 2.41 | 2.24 | 1.48 | 1.46 |
| December----- | 107.4 | 91.8 | 670 | 597 | 25.7 | 26.7 | 63.7 | 60.0 | 2.29 | 2.37 | 1.53 | 1.47 |
| January----- | 103.9 | 94.6 | 648 | 614 | 25.7 | 26.7 | 63.2 | 58.7 | 2.29 | 2.46 | 1.48 | 1.46 |
| February----- | | 94.7 | | 600 | | 25.8 | | 60.7 | | 2.37 | | 1.45 |
| March----- | | 91.7 | | 581 | | 25.9 | | 59.8 | | 2.37 | | 1.43 |

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, January 1955

| Type | Percentage of all families buying any type | Quantity purchased | | | Average price paid per unit | |
|----------------|---|--------------------|--------------|---------------------|--------------------------------------|-------|
| | | Average | Total | Per | | |
| | | per purchase | | 1,000 population | | |
| | Percent | Ounces | 1,000 pounds | Pounds | Unit | Cents |
| Natural | | | | | | |
| American | x | 13.3 | 17,270 | 107.7 | Lb. | 63.3 |
| Swiss | x | 10.8 | 3,670 | 22.9 | Lb. | 72.0 |
| Cream | x | 5.9 | 4,210 | 26.3 | 3 oz. | 13.7 |
| Other | x | 9.3 | 3,920 | 24.4 | Lb. | 75.8 |
| Processed | | | | | | |
| Cheese | x | 10.6 | 10,020 | 62.5 | Lb. | 61.4 |
| Cheese food | x | 23.7 | 6,970 | 43.5 | Lb. | 44.9 |
| Cheese spreads | x | 14.3 | 7,920 | 49.4 | Lb. | 51.8 |
| | <u>1/</u> 61.1 | | | | | |
| Cottage cheese | -- | 16.0 | 34,990 | 218.2 | 12 oz. | 21.2 |

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

| Year and month | Purchases | | | | Average price paid | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|--------------------|-------|-----------|-------|
| | | | | | Per pound | | Per 3 oz. | |
| | American | Swiss | Cream | Other | American | Swiss | Other | Cream |
| | 1,000 pounds | 1,000 pounds | 1,000 pounds | 1,000 pounds | Cents | Cents | Cents | Cents |
| 1954-55 | | | | | | | | |
| April----- | 14,910 | 3,180 | 3,390 | 3,320 | 63.6 | 78.0 | 75.5 | 14.1 |
| May----- | 15,310 | 2,950 | 3,460 | 3,590 | 63.0 | 76.8 | 77.4 | 14.3 |
| June----- | 13,910 | 3,580 | 2,880 | 2,860 | 62.3 | 75.4 | 74.4 | 14.3 |
| July----- | 14,160 | 3,120 | 2,500 | 2,950 | 63.0 | 75.0 | 74.0 | 14.4 |
| August----- | 15,010 | 2,940 | 2,310 | 2,940 | 62.9 | 75.1 | 76.1 | 14.4 |
| September---- | 16,140 | 3,520 | 2,790 | 2,950 | 62.0 | 74.2 | 77.2 | 14.2 |
| October----- | 17,280 | 3,640 | 3,370 | 3,520 | 62.0 | 72.7 | 77.4 | 13.7 |
| November----- | 16,950 | 3,100 | 3,670 | 3,560 | 62.8 | 74.9 | 74.7 | 13.5 |
| December----- | 16,800 | 3,290 | 4,090 | 4,070 | 63.0 | 75.1 | 81.9 | 13.9 |
| January----- | 17,270 | 3,670 | 4,210 | 3,920 | 63.3 | 72.0 | 75.8 | 13.7 |
| February----- | | | | | | | | |
| March----- | | | | | | | | |

Table 5.--Processed Cheese: Household purchases and average price,
U. S., 4-week periods

| Year and month | Purchases | | | Average price paid per pound | | |
|----------------------|---------------------|-----------------|-------------------|------------------------------|-----------------|-------------------|
| | Processed cheese | Cheese foods | Cheese spreads | Processed cheese | Cheese foods | Cheese spreads |
| | 1,000 pounds | 1,000 pounds | 1,000 pounds | Cents | Cents | Cents |
| 1954-55 | | | | | | |
| April----- | 10,740 | 9,110 | 5,670 | 60.9 | 47.1 | 57.9 |
| May----- | 10,670 | 9,020 | 6,290 | 60.6 | 45.8 | 52.0 |
| June----- | 10,330 | 9,420 | 5,450 | 61.2 | 45.8 | 54.3 |
| July----- | 9,900 | 7,960 | 5,170 | 61.5 | 46.7 | 53.9 |
| August----- | 9,940 | 7,580 | 5,710 | 61.2 | 46.6 | 51.9 |
| September---- | 10,460 | 8,090 | 6,000 | 60.1 | 45.5 | 51.9 |
| October----- | 10,000 | 8,160 | 6,790 | 61.2 | 44.8 | 52.1 |
| November----- | 9,660 | 6,360 | 6,050 | 61.1 | 44.5 | 53.7 |
| December----- | 9,210 | 6,210 | 6,130 | 62.0 | 46.1 | 55.6 |
| January----- | 10,020 | 6,970 | 7,920 | 61.4 | 44.9 | 51.8 |
| February----- | | | | | | |
| March----- | | | | | | |

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week periods

| Year and month | Purchases | Average price paid | |
|----------------------|-----------------|--------------------------------------|-------------------------------------|
| | | Per 12 oz. unit for all purchases | Per actual 12 oz. unit purchases |
| | 1,000 pounds | Cents | Cents |
| 1954-55 | | | |
| April----- | 37,370 | 21.2 | 22.7 |
| May----- | 36,020 | 21.2 | 22.5 |
| June----- | 35,600 | 21.0 | 22.7 |
| July----- | 34,300 | 20.9 | 22.7 |
| August----- | 32,820 | 21.2 | 23.0 |
| September--- | 31,720 | 21.1 | 22.8 |
| October----- | 32,780 | 21.3 | 23.0 |
| November----- | 32,940 | 21.4 | 23.1 |
| December----- | 30,110 | 21.2 | 23.1 |
| January----- | 34,990 | 21.2 | 23.2 |
| February----- | | | |
| March----- | | | |

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

| Year and month | Quantity purchased | | | Average price paid | |
|----------------------|----------------------------|--------------|-------------------------|--------------------------------|---|
| | Average per purchase | Total | Per 1,000 population | Per pound for all purchases | Per actual 1-pound unit purchases |
| | Ounces | 1,000 pounds | Pounds | Cents | Cents |
| 1954-55 | | | | | |
| April----- | 21.1 | 11,080 | 70.2 | 38.1 | 36.7 |
| May----- | 21.1 | 10,880 | 68.9 | 37.8 | 36.1 |
| June----- | 22.6 | 9,560 | 60.5 | 37.3 | 35.4 |
| July----- | 23.5 | 9,560 | 60.1 | 36.4 | 34.8 |
| August----- | 22.6 | 9,410 | 59.1 | 35.5 | 33.7 |
| September--- | 22.0 | 9,910 | 62.3 | 36.7 | 34.1 |
| October----- | 20.6 | 10,860 | 67.7 | 38.3 | 35.0 |
| November----- | 20.3 | 10,660 | 66.5 | 38.5 | 35.9 |
| December----- | 19.9 | 10,110 | 63.1 | 39.7 | 35.6 |
| January----- | 18.9 | 12,360 | 77.1 | 40.5 | 36.1 |
| February----- | | | | | |
| March----- | | | | | |

Source: National Consumer Panel of Market Research Corporation of America.

